



Summer 2018

From the License Division Desk

Welcome to the Summer 2018 edition of our quarterly newsletter! In this issue, you will find timely articles on peddlers, online resources, and the Milwaukee Police Department's License Investigation Unit.

Before you dig in, however, I'd like to highlight a few important topics for anyone thinking about applying for a license this summer.

- Although the Common Council does not meet in the month of August, the License Division is still open! Late summer is a great time to pay us a visit.
- Many licenses require background investigations, inspections, or other actions before a license can be issued; remember to submit an application several months in advance of your proposed opening.
- Most licenses require Common Council approval; you may wish to contact your local [Council Member](#) to discuss your plans.
- Be proactive and reach out to your neighbors before having an event.

Finally, I'd like to take a moment to recognize the young entrepreneurs in our city. We've been working hard to make things easier for new business owners, and we hope to have an exciting new program for young entrepreneurs launched by the end of the year. Keep your eyes peeled for updates in future issues!

Jessica Celella
License Division Manager

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Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



Not on our mailing list?



Need to Know

Have you ever wished you had a simplified guide to navigating the City's licensing process? In our new recurring series, we highlight 5 quick tips from various City and State departments to help your business succeed.

Five Quick Tips From: The Milwaukee Police Department

1. Keep In Touch

MPD's Licensing Unit will be your primary contact when applying for a license, but your District Commander is responsible for checking in on your day-to-day operations. Get to know your Community Liaison Officer.

2. Be the First to Call

If you are proactive & cooperative, a police report can be beneficial at license renewal. If you have a problem, don't wait to call. It is always better to self-report incidents, even if they occurred off-premises.

3. Get Inspected

MPD performs a crime prevention inspection (sometimes called a CPTED) for every new alcohol license. You can also request an inspection at any time to better identify measures for improving business and neighborhood safety.

4. Know Your Neighbors

Your license is like a "social contract" with your neighbors. Abide by your license, and work with neighbors to address concerns, even if they do not stem from your establishment. If there is a problem, they will be the first to call.

5. Be Proactive

MPD's Office of Community Outreach and Education offers a number of programs to help create and maintain safe neighborhoods. Visit Milwaukee.gov/police or call 414-935-7905 for more information.

Briefs

New and important information you need to know.

City Code Changes

- [File #180187](#): Prohibits the sale of electronic cigarettes and electronic cigarette paraphernalia to minors.
- [File #180354](#): Prohibits the smoking of electronic cigarettes on city property and in those places that cigarette smoking is prohibited under state law.

State Law Changes

[2017 Wisconsin Act 225](#): Establishes licensing requirements for "micro markets." A micro market is defined as "any indoor, unstaffed, self-service area...not accessible to the general public, where a customer may obtain unit services of food or beverage...before payment at an automated kiosk or by other automated method..."

Featured Article

Cut Through the Red Tape!

In 2016, the City Clerk's Office launched its Red Tape Rescue initiative with the goal of improving interaction between local business and city government.

Here in the License Division we take this responsibility seriously. After all, helping businesses succeed is what we do! That's why we've worked to expand our online presence and offer new and existing businesses opportunities to learn and grow at their own pace.

For instance, our [Clerk Notes Instructional Video Series](#) brings the knowledge and expertise of our License Division's staff right to your fingertips. Through our fun, short videos, you can learn things like:

- Who needs a bartender's license?
- Do I need a food license?
- Do I need to appear before the Licenses Committee?

Thinking about starting a business, but don't know which license you need? Try our [StartSmart web app!](#) StartSmart is an online tool to help entrepreneurs determine what City or State licenses or permits are needed to open a business in Milwaukee. The tool asks simple questions to learn about your business. When all questions are answered, StartSmart will provide a list of requirements or applications. You will also receive a list of resources to help get your business started and operating successfully.

Prefer face-to-face interaction? We've got you covered! Our [Licensed Premises Pivot Program](#) brings the experts to you for lively discussions and one-on-one problem-solving.

Finally, to keep up-to-date on all the most recent License Division news, you can find us on Facebook at facebook.com/MKELicenseDivision.

If you do business in Milwaukee, there's a good chance you're also "doing business" with City Hall. We understand that you already have a lot on your plate; that's why we want to be as proactive and collaborative as possible.

If you would like to be a part of this change, feel free to submit your ideas to the [License Division](#) or visit us at City Hall. We'd love to hear from you!



Licensing Notes

Upcoming License Committee Meetings:

- September 11
- October 2
- October 23

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead!

The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Upcoming Events

[Pivot Program:](#)

- **Monday, Jul. 30**
9 a.m. to 11 a.m.
Ignace Indian Health Center
930 W. Historic Mitchell Street
- **Monday, Oct. 15**
10 a.m. to noon
East Library Community Room
6431 N. 76th Street

[Lunch and Learn Summer Series:](#)

- **Approvals - Monday, July 23**
Noon to 1 p.m.
City Hall Room 301-B
- **Occupancy - Monday, Aug. 20**
Noon to 1 p.m.
City Hall Room 301-B

Recent Disciplinary Actions

License suspensions and revocations

- **Burleigh Marathon:** 7535 W. Burleigh St. [File #171878](#): 10-day suspension (Filling Station, Food Dealer, Weights & Measures, and Cigarette & Tobacco Licenses)
- **Rhino's:** 7964 W. Appleton Ave. [File #171878](#): Non-renewal (Class B Tavern, Food Dealer, and Public Entertainment Premises Licenses)
- **Villard Ave. Groceries & More:** 3520 W. Villard Ave. [File #180146](#): Revocation (Cigarette & Tobacco License)



Dear Andy

Letters to the License Division desk.



Q Dear Andy,
I see all sorts of people selling things from carts and vehicles in my neighborhood in the summer, and it seems like I've been visited by an awful lot of door-to-door salespeople lately. I appreciate having entrepreneurs in Milwaukee, but I also want to make sure my neighborhood is safe. What can you tell me about these kinds of businesses?

**Sincerely,
A La Carte**

Directory

City Clerk's Office License Division

City Hall Room 105
200 E. Wells Street
Milwaukee, WI 53202

Phone: (414) 286-2238
Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Nic Kovac (Chair)
- Ald. Terry L. Witkowski (Vice Chair)
- Ald. Milele A. Coggs
- Ald. Cavalier Johnson
- Ald. Chantia Lewis

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Dear A La Carte,

A Most of the businesses you mentioned must hold a license to operate. The specific type of license – and the rules and regulations that go along with it – depends on what and how they are selling. I will highlight a few of the sellers we typically see operating on Milwaukee's streets.

- Vendors selling things like clothing, novelties or seasonal items from the *public right-of-way* must obtain a [Direct Seller's License](#) from our office.
- Businesses conducting other temporary sales to the public on *private property* must obtain a [Transient Merchant License](#).
- Salespeople representing home improvement businesses must obtain a [Home Improvement Salesperson License](#).
- Anyone engaged in the sale, rental, or lease of alarm systems must be registered under a business holding a [Private Alarm Business License](#) and must carry a company-issued photo ID at all times.
- Finally, if you see anyone selling food or ice cream, there's a good chance they are licensed as either a [Food Peddler](#) or an [Ice Cream Peddler](#).

All other door-to-door salespersons must be registered with the Milwaukee Police Department and wear an identification badge. This does not apply to any minors doing fundraising for a school or non-profit organization. If you don't want your home to be solicited, you can place a "solicitors prohibited" sign near the front door.

There are a number of exemptions to the above requirements. If you would like to review regulations in more detail, [Chapter 68](#) and [Chapter 95](#) of the Code are a good place to start.

If you have additional questions about licensing requirements, give us a call. We would love to help!

**Sincerely,
Andy**